

WXLV-TV
3500 Myer Lee Dr
Winston-Salem, NC 27101

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Sales Office
Buyer Name
Phone/Fax
CPE
Account Type

Comments	McCrary, Jonathan
	MCCRARY FOR GOV
	MCCRARY FOR NC GOVERNOR
	JONATHAN VITTI
SHARE = 6%	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPN	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/20/12-08/20/12	4	:30	10:58-25A- ABC-The View	1						1		\$65.00	\$65.00		Greensboro (WXLV)	THE VIEW	8/15/12
2.0	Normal Line / SPOT (2)	08/21/12-08/21/12	4	:30	10:58-25A- ABC-The View	1						1		\$65.00	\$65.00		Greensboro (WXLV)	THE VIEW	8/15/12
3.0	Normal Line / SPOT (3)	08/23/12-08/23/12	4	:30	10:58-25A- ABC-The View	1						1		\$65.00	\$65.00		Greensboro (WXLV)	THE VIEW	8/15/12
4.0	Normal Line / SPOT (4)	08/24/12-08/24/12	4	:30	10:58-25A- ABC-The View	1						1		\$65.00	\$65.00		Greensboro (WXLV)	THE VIEW	8/15/12
S.0	Normal Line / News (5)	08/25/12-08/25/12	4	:30	6:30P- ABC-World News							1		\$40.00	\$40.00		Greensboro (WXLV)	ABC-WORLD NEWS	8/15/12
	5.0.1 Closed Preempt(S)				08/25/12												Greensboro (WXLV)	Pre-empt/Spot-HRA	
	6.0 Normal Line / SPOT (6)	08/26/12-08/26/12	4	:30	11:02P- Hollyscoop 2							1		\$30.00	\$30.00		Greensboro (WXLV)	HOLLYSCOOP	8/15/12
	7.0 Normal Line / SPOT (7)	08/20/12-08/20/12	4	:30	7P- Family Feud							1		\$150.00	\$150.00		Greensboro (WXLV)	FAMILY FEUD	8/15/12
	B.0 Normal Line / SPOT (8)	08/21/12-08/21/12	4	:30	7P- Family Feud							1		\$150.00	\$150.00		Greensboro (WXLV)	FAMILY FEUD	8/15/12
	9.0 Normal Line / SPOT (9)	08/22/12-08/22/12	4	:30	7P- Family Feud							1		\$150.00	\$150.00		Greensboro (WXLV)	FAMILY FEUD	8/15/12
	10.0 Normal Line / SPOT (10)	08/23/12-08/23/12	4	:30	7P- Family Feud							1		\$150.00	\$150.00		Greensboro (WXLV)	FAMILY FEUD	8/15/12
	11.0 Normal Line / SPOT (11)	08/24/12-08/24/12	4	:30	7P- Family Feud							1		\$150.00	\$150.00		Greensboro (WXLV)	FAMILY FEUD	8/15/12
	12.0 Normal Line / SPOT (12)	08/20/12-08/20/12	4	:30	7:28:30P- Family Feud B							1		\$190.00	\$190.00		Greensboro (WXLV)	FAMILY FEUD	8/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser

Date _____

Accepted-Station

Date: _____

Comments

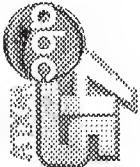
Contract # 1355167

Date Entered 08/15/12

Greensboro (WXLW)

Senate Bata

Contract # 1355167																				
Advertiser		Smart Media Group-Alexandria 814 King St Ste 400 Alexandria, VA 22314	Schedule Dates		08/20/12-08/26/12	Date Entered		08/15/12	Last Modified		08/23/12	By Broadcast Month		Aug. 2012	Spots		19	Rate		\$2,990.00
Agency Product		Smart Media Group-Alexandria (6613) POLITICAL CANDIDATE (rs) (1186)	CO-OP		No	Entered By		Lisa Carter	Headline #		ECR0279361S	Grand Total:		19						
Brand	Salesperson	MCCRORY FOR NC GOV (453334) Millennium/DC, Washington DC (1108)	Brand	Salesperson	Normal	Order Type	Normal	Package Deal	Commission %	15.00	Commission	\$448.50	Net Total	\$2,541.50	Sales Tax					
Sales Office	Buyer Name	Millennium Washington DC	Sales Office	Buyer Name	Dome, Patricia	Comments		Commission %	Commission	15.00	Commission	\$448.50	Net Total	\$2,541.50	Sales Tax					
Phone/Fax	CPE	/	Phone/Fax	CPE																
Account Types		MCCRORY FOR GOV	Account Types		National/Political Candidate Agency BRD	Weekly/Irregular														
Billing Type		MCCRORY FOR NC GOVERNOR	Billing Type		JONATHAN VITTI															
Comments		SHARE = 6%	Comments																	
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
1.0	Normal Line / SPOT (1)	08/20/12-08/20/12	4	:30	10:58-25A- ABC-The View	1								1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12	
2.0	Normal Line / SPOT (2)	08/21/12-08/21/12	4	:30	10:58-25A- ABC-The View	1								1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12	
3.0	Normal Line / SPOT (3)	08/23/12-08/23/12	4	:30	10:58-25A- ABC-The View									1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12	
4.0	Normal Line / SPOT (4)	08/24/12-08/24/12	4	:30	10:58-25A- ABC-The View									1	\$65.00	\$65.00	Greensboro (WXLV)	THE VIEW	8/15/12	
5.0	Normal Line / News (5)	08/25/12-08/25/12	4	:30	6:30P- ABC-World News									1	\$40.00	\$40.00	Greensboro (WXLV)	ABC-WORLD NEWS	8/15/12	
5.0.1	Closed Preempt (S)	08/25/12			Saturday												Greensboro (WXLV)	Greensboro (WXLV)		
6.0	Normal Line / SPOT (6)	08/26/12-08/26/12	4	:30	11:02P- Hollyscoop 2									1	\$30.00	\$30.00	Greensboro (WXLV)	HOLLYSCOOP	8/15/12	
7.0	Normal Line / SPOT (7)	08/20/12-08/20/12	4	:30	7P- Family Feud									1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
B.0	Normal Line / SPOT (B)	08/21/12-08/21/12	4	:30	7P- Family Feud									1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
9.0	Normal Line / SPOT (9)	08/22/12-08/22/12	4	:30	7P- Family Feud									1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
10.0	Normal Line / SPOT (10)	08/23/12-08/23/12	4	:30	7P- Family Feud									1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
11.0	Normal Line / SPOT (11)	08/24/12-08/24/12	4	:30	7P- Family Feud									1	\$150.00	\$150.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	
12.0	Normal Line / SPOT (12)	08/20/12-08/20/12	4	:30	7:28-30P- Family Feud B									1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12	



Contract # **1355167**
 WXLV-TV
 3500 Myer Lee Dr.
 Winston Salem, NC 27101

Schedule Dates 08/20/12-08/26/12
 Advertiser McCrory for Governor (30707)
 Agency Smart Media Group-Alexandria (6613)
 Product POLITICAL CANDIDATE (ms) (1186)
 Brand MCCRORY FOR NC GOV (453334)
 Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC
 Buyer Name Dome, Patricia
 Phone/Fax /
 CPE MCR/JORDR/8202826
 Account Types National/Political Candidate Agency BRD
 Billing Type Weekly/Irregular
 Comments MCCRORY FOR GOV
 MCCRORY FOR NC GOVERNOR
 JONATHAN VITTI
 SHARE = 69%

Contract # 1355167

Date Entered 08/15/12
 Last Modified 08/23/12
 Entered By Lisa Carter
 CO-OP No
 Headline # ECR09793615
 Demo A35+R
 Order Type Normal
 Package Deal
 Commission % 15.00
 Commission \$448.50
 Net Total \$2,541.50
 Sales Tax

Greensboro (WXLV)	By Broadcast Month	Spots	Rate
	Aug. 2012	19	\$2,990.00
	Grand Total:	19	\$2,990.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	5PM	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT (13)	08/21/12-08/21/12	4	:30	7-28-30P- Family Feud 8		1					1		1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
14.0	Normal Line / SPOT (14)	08/22/12-08/22/12	4	:30	7-28-30P- Family Feud 8		1					1		1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
15.0	Normal Line / SPOT (15)	08/23/12-08/23/12	4	:30	7-28-30P- Family Feud B			1				1		1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
16.0	Normal Line / SPOT (16)	08/24/12-08/24/12	4	:30	7-28-30P- Family Feud B				1			1		1	\$190.00	\$190.00	Greensboro (WXLV)	FAMILY FEUD	8/15/12
17.0	Normal Line / SPOT (17)	08/25/12-08/25/12	4	:30	6P- Hollyscoop					1		1		1	\$25.00	\$25.00	Greensboro (WXLV)	HOLLYSCOOP	8/15/12
18.0	Normal Line / Prime (18)	08/20/12-08/20/12	4	:30	7-57-56P- ABC-Bachelor Pad (Monday)					1			1		\$645.00	\$645.00	Greensboro (WXLV)	BACHELOR PAD	8/15/12
19.0	Normal Line / Prime (19)	08/23/12-08/23/12	4	:30	10P- ABC-Rookie Blue (Thursday)						1		1	\$290.00	\$290.00	Greensboro (WXLV)	ROOKIE BLUE	8/15/12	
20.0	M/G For 5.0.1 / SPOT (20)	08/25/12-08/25/12	4	:30	8A- ABC-Good Morning American Saturday							1		1	\$40.00	\$40.00	Greensboro (WXLV)	GMA	8/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
<i>Smart Media Group-Alexandria</i>	<i>8/24/12</i>	<i>WXLV</i>	<i>8/24/12</i>	

Rep Order# 9793615 Ver# 5 Status Revised Traffic Order# 1355167

Printed: 08/23/2012 1:57 PM
Last Received: 08/23/2012 11:31 AM

1 of 2
Showing Buylines: All Rep Revised Lines

CM
2/23

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E MCCRORY/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

SEE MG LN 20 FOR SPOT NA LN 5
PLS CP THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
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*5	SA	08/25-08/25	630P-7P	ABC-WORLD NEWS	.30	\$40.00	0	0	0	\$0.00
Rating. 1.0 [MADE-GOOD BY LINE 5] 20] V5 Effective Dates Changed										
*20	SA	08/25-08/25	8A-9A	GMA WEEKEND	.30	\$40.00	1	1	1	\$40.00
Rating. 1.0 Sales Remark. V5 MKGD [MKGD FOR SPOTS MISSED ON LN #5. 8/25 1/WK] 1 V5 Added										

— REPORT TOTALS —

Report Totals. 1 / \$40.00

— SALES MONTHLY TOTALS —
Aug 12. 19 / \$2,990.00
Sales Totals. 19 / \$2,990.00

✓
9/12/2012

Rep Order# 9793615 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 1355167
Printed: 08/23/2012 1:57 PM
Last Received: 08/23/2012 11:31 AM

Showing Buylines: All Rep Revised Lines
Rep Firm () WASHINGTON
Sales Office () JONATHAN VITTI
Salesperson () JONATHAN VITTI
Salesperson Phone#: 202-955-5342
Salesperson FAX#: 202-955-5342

2 of 2

Station WXLV-TV GREENSBOROW, SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826

Buyer Patricia Dome
Phone#
Fax#
Station Totals. 19 / \$2,990.00
Lines not sent/rclld/rtrn. 0 / \$0.00

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P/I/P/Z/E MCCRORY/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Market Totals \$49,833
CABL 0% UNKN 0% WBFX 0% WCWG 0% WFMY 28% WXLV 6%
WGHP 26% WMIV 1% WUPN 0% WKII 39%
null RA35+

Books
Deutschs

Rep Order# 9793615 Ver# 4 Status Returned
ECD Yes Traffic Order# 1355167

Printed: 08/22/2012 11:47 AM
Last Received: 08/16/2012 5:51 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P/P/Z/E MCCR/ORDR/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

— CONTRACT COMMENT —

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

pls see line # 5 for n/a and mg offer.
pls try to advise by cob today
(sat's log deadline).

5. D. 1

✓

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
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*5	SA	08/25-08/25	630P-7P	ABC-WORLD NEWS	.30	\$40.00	1	1	1	\$40.00

Rating. 1.0
Station Remark. V4.1x P/a 8/25 (oversold)-offer mg sat 8/25 8-9a 1x
ncir gma weekend)

— REPORT TOTALS —

Report Totals. 1 / \$40.00

— SALES MONTHLY TOTALS —

Aug 12. 19 / \$2,990.00
Sales Totals. 19 / \$2,990.00
Station Totals. 19 / \$2,990.00
Lines not sent/reld/rtn. 0 / \$0.00

— COMPETITIVE —

Market	Totals	CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WFMY	28%
WGHF	26%	WMYV	1%	WUPN	0%	WXII	39%	WXLV	6%		

Rep Order# 9793615 Ver# 4 Status Returned
EC'd Yes Traffic Order# 1355167

Printed: 08/22/2012 11:47 AM
Last Received: 08/16/2012 5:51 PM
Showing Buylines: Last Sta Revised Lines

2 of 2

Station WXLV-TV GREENSBOROW SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency CPI/PZE MCCR/ORDR/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () JONATHAN VITI
Salesperson ()
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA3.5+